

**JESSIE BALL duPONT  
COMMUNITY BUILDING FUND**

THE COMMUNITY FOUNDATION, INC.  
112 W. Adams Street  
Suite 1414  
Jacksonville, Florida 32202

**"Heart Health...Tomorrow's Wealth"  
A Family Fitness Program**

Alimacani Recreation Booster Club  
Alimacani Elementary School  
2051 San Pablo Road  
Jacksonville, Florida 32224

# A. Coversheet

Name of Organization: **Alimacani Recreation Booster Club**

Mailing Address: **Alimacani Elementary School  
2051 San Pablo Road  
Jacksonville, Florida 32224**

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E-mail address: [tipton\\_j@firn.edu](mailto:tipton_j@firn.edu)

Web site address: <http://www.educationcentral.org/alimacani/Cardio.htm>

Contact Person: **Jan Tipton  
Physical Education Specialist**

Telephone: **work - (904) 221-7101    home - (904) 246-3476**

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Description of the Project:

Using high tech equipment, phase two of the “Heart Health...Tomorrow’s Wealth” Program will offer children and their families a chance to workout together in a state of the art fitness lab, well equipped multipurpose room and outdoor park on Monday through Thursday evenings during the school year. The goal of our program is to promote wellness and health among our students and their families. We hope to encourage healthy lifestyle choices and perhaps change some that may be unhealthy. This program will: increase protective factors that influence choices and decrease several risk factors that cause problems in families. If fully funded, this program would last three years.

## B. Case Statement

Alimacani Elementary School is located on San Pablo Road between Beach and Atlantic Boulevards. This community is made up of all income levels with very diverse employment opportunities. For the most part the majority of our parents support the school and faculty.

The Recreation Booster Club's mission is to provide a safe outdoor play area with ample equipment in pursuit of wellness. Much has been accomplished in this area over the years, but as society becomes more and more sedentary problems continue to occur such as heart disease, obesity, the onset of diabetes at an early age and poor lifestyle choices. In an effort to make a difference in these statistics, Alimacani developed a program called "Heart Health... Tomorrow's Wealth". The program was tailored to the specific needs of the school using the curricula from the American Heart Association, Safe and Drug-Free Schools and the Tobacco/Prevention Program.

Our program begins with pre-kindergarten and continues through fifth grade. Older students use the fitness lab and heart rate monitors that act as personal trainers and promote safe cardiovascular exercise. The heart rate monitor gives immediate feedback to individual students. This program manages to motivate even the most challenged child. Children are able to prove they are working. Ours is a high tech program that integrates health, wellness, science, math, and technology with physical education.

The fitness lab is designed to promote a desire for heart health and wellness in our student population. We also wish to encourage students to find ways to relieve stress and anxiety and teach the importance of anger management and its relationship to heart rate. Data from this program provides valuable information to parents and on occasion detailed information to physicians of students with medical problems. The fitness lab has far exceeded our expectations. It did not take long before the lab hours were extended to after school so the faculty and staff could take advantage and enjoy working out. The population of the school is beginning to think healthy thoughts and they are having *FUN!*

It is worth mentioning that in the last three years over \$35,000.00 has been raised to finance the "Heart Health...Tomorrow's Wealth" program. From the beginning, this idea was supported by the administration, faculty and staff of the school. It has also had the backing of the Parent Teacher Association (PTA), School Advisory Council (SAC), Extended Day Program and several businesses in the community. We have received support, both informational and monetary, from the Young Men's Christian Association (YMCA), the American Heart Association (AHA), the Tobacco Prevention Department of the Duval County Health Department, Mayo Clinic, City Council, the Jacksonville Community Foundation, Novartis Pharmaceuticals, Professional Golf Association (PGA), and Merrill Lynch. This program is already being replicated in other schools in Jacksonville and around Florida.

After evaluating students participating in the “Heart Health...Tomorrow’s Wealth” program, it was noted that a very important link was missing – family participation. We still have families making poor lunch choices and there is not as much outside activity after school. Research has shown that modeling has a positive effect on children and that habits are formed at an early age. It was determined that in order to make long-term changes in lifestyle behaviors, the entire family would have to be included in the process. We had “Family Fitness Night”, which was extremely successful but quickly forgotten because it was not on going. Another problem with our student population is that Physical Education classes are scheduled only once every ten days. The possibility that students and families could visit the lab 16 additional times per month would greatly strengthen this program. Our answer has to be more time spent on physical activity. We must build a consistent and motivating program that provides for small increments of success and where good habits can be formed.

We also decided to include older siblings because according to a recent survey, the west beaches and beaches area of Jacksonville has the highest tobacco usage among teens. Since “Heart Health...Tomorrow’s Wealth” does not yet exist in the feeder middle schools or high schools, we will invite those students back on campus to take advantage of this program. Once these teens see their heart rate on a heart rate monitor and concrete evidence is placed before them – it is hoped that a significant difference in outlook will occur.

**The specific objectives of the Alimacani’s “Heart Health...Tomorrow’s Wealth” evening program are stated below:**

- After demonstrating mastery of healthy aerobic conditioning through the use of heart rate monitors, at least 75% of students in the family fitness evening program will be able to explain this program to their families. Success will be noted by individual print-outs and teacher observation.
- After participating in the family fitness evening program, 100% of the students will be able to list a number of healthy alternatives to smoking and the benefits of not smoking for a healthy lifestyle.
- After participating in the family fitness evening program, at least 50% of the families will improve their lifestyle choices (i.e. quit smoking, keep children away from second-hand smoke, make good nutrition choices and commit to daily exercise). This objective will be measured via an anonymous questionnaire given to each participant at the beginning and end of each year.

A mind is a terrible thing to waste...  
So is the other 90% of a child!!!

If the proposal is funded, we plan to encourage fourth and fifth grade students to return on Monday through Thursday evenings with their older siblings and parents to work out in the lab. The Alimacani students along with their Physical Education Specialist will teach families what has been learned and model the behaviors we hope to see in all family members. The reason we will begin with just 4<sup>th</sup> and 5<sup>th</sup> is because there are over 400 students in these two grades alone. Plans have been made to handle large numbers, but if we are overwhelmed, two nights will be given to each grade level. Special programs on various health topics have also been planned throughout the year.

Phase II of the “Heart Health...Tomorrow’s Wealth” program will be directed by the physical education specialist at the school. Since she developed the original program, she is best qualified to continue this evening program. She also knows most of the families and they certainly respect her authority. The trainer position must be someone who has sufficient teaching experience and high qualifications in the fitness area. It is felt that the success of this program will certainly depend largely on their organizational skills, inservices attended and experiences. As reflected in the Project Budget, these salaries and benefits will be funded for three school years. We want to give the program time to develop and grow. We feel that time is a factor in securing enough data to see if the program has any significant long-term effects.

The equipment needs in the Project Budget will provide the latest in technology and offer parents valuable health information for the whole family. The HealthFirst software asked for in this proposal is the most advanced program now being used in schools. We will be the first in Jacksonville to add this part to the program. It has been proven to be very successful in other school in Florida and around the country. Using this new technology will provide the latest health information which is automatically updated. The extra equipment from Polar, Demco and LBS will better handle the crowd. We have also asked for funds to maintain some of the equipment. We have found from experience that maintenance is a very important issue that is sometimes forgotten. If fully funded, this program will be totally self-sufficient for three years.

“It is easier to build a child than repair an adult”

In the short-term, we hope to increase activity levels of our students and their families in a safe way by offering this high tech program. We will provide a wide variety of exercise choices that will add a high degree of motivation and enjoyment to the program. As families begin to feel better and enjoy each other's company, we hope to begin to see more long-term effects taking place. Some of these could be improved eating habits which could decrease obesity and diabetes, hearts strengthening as evidenced by computer printouts, witnessing smoking parents stopping and lines of communication opening in families who now have a common bond. Extending the Heart Health Program into the evening hours will certainly have a positive impact as it becomes a model for the state.

The "Heart Health...Tomorrow's Wealth" program has adopted the American Heart Association's slogan.

Learn It!...Love It!...Live It!

It's as easy as 1-2-3,

Eat Healthy Stuff,  
Move Around Enough  
and  
Live Tobacco Free!

SET GOALS...AIM HIGH...HEART POWER!

## C. Evaluation

**The Recreation Booster Club will make every effort to secure information that will evaluate the program.**

We plan to:

- Review the program quarterly by sending home four surveys to those families participating in the “Heart Health....Tomorrow’s Wealth” evening program. The surveys will be checked for any changes or improvements that need to be made and whether the participants feel the program is beneficial.
- Monitor students participating in the program to see if there is any improvement in grades, attendance and/or behavior.
- Send home an anonymous questionnaire at the beginning of each year regarding lifestyle behaviors. A second questionnaire will be sent at the end of each year checking for any significant lifestyle behavior changes that may have occurred due to participation in the “Heart Health...Tomorrow’s Wealth” evening program.
- Monitor participation using sign in sheets and *family folders*.
- Make a comparison of the Presidential Fitness Scores from previous years to present for those participating in the evening program.

## D. Project Budget

\*HRM – heart rate monitor

### Salary for three years

1 director @\$30.00, 2 hours/4 days a week (total of 260 hrs. per year x 3 yrs)	\$23,400.00
1 trainer @\$25.00, 2 hours/4 days a week (total of 260 hrs. per year x 3yrs)	<u>19,500.00</u>
	<b>\$42,900.00*</b>

### Employer Contributions for three years

1 director benefits @ 31.5 % of the salary (\$23,000 for 3 years)	\$7,371.00
1 trainer benefits @ 31.5 % of the salary (\$ 19,500 for 3 years)	<u>6,142.50</u>
	<b>\$13,513.50*</b>

### Equipment, Supplies and Maintenance

#### Polar Incorporated

1 Polar Class Pack-includes 36 HRM's and teaching aids	\$5,000.00
3 Polar Accurex IIa HRM @\$122.00 each	366.00
4 Polar Vantage XL HRM @ \$207.00 each	828.00
63 elastic straps @ \$4.50 each	283.50
4 Polar Interface @ \$159.00 each	636.00
Watch Maintenance Contract @ \$770.00 x 3 years and shipping	<u>2,327.00</u>
	<b>\$9,440.50*</b>

#### HealthFirst Corporation

1 HealthFirst – TriFit 620 Evaluation System	\$4,995.00
1 Trackmaster Treadmill, system interface software	7490.00
Fitness assessment software	4,800.00
Wellness Center	3,195.00
Exertrack 3 year school access	2,376.00
3 Companion color PC w/software @ \$640.00 each	1,920.00
On site in-service and warranty	1,145.00
Shipping and crating	<u>420.00</u>
	\$26,341.00
Multi-purchase discount	<u>- 1,317.00</u>
	<b>\$25,024.00*</b>

#### Logical Business Systems

4 stud workstations "A" IBM @ \$899.00 each	\$3,599.80
4 HP Deskjet 840C with Printer Cables @ \$165.00 each	<u>660.00</u>
	<b>\$4259.80*</b>

#### Demco

1 (1000) Half-hexagon Computer Center plus shipping	<b>\$752.99*</b>
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#### Best Offer

Paper, copying, office and educational materials supplies @ \$500.00 per year x 3	<b>\$1,500.00*</b>
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#### Maintenance Contract for Three Years

Maintenance and repair contract to service fitness equipment	<b>\$2,550.00*</b>
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**TOTAL BUDGET..... \$99,940.79**

# Proposal Cover Letter

November 10, 2000

Jessie Ball duPont  
Community Building Fund  
Jacksonville Community Foundation, Inc.

To Whom It May Concern,

I am writing to let you know that the administration, faculty, staff, PTA and School Advisory Council of Alimacani Elementary School support the Recreation Booster Club's project 100%.

Alimacani has already set the tone for exemplary physical education programs in Duval County with it's "Heart Health...Tomorrow's Wealth" program. Greater numbers of Jacksonville students are beginning to reap the benefit, as other schools replicate our program and participate in workshops offered by Mrs. Tipton, our Physical Education Specialist. Students love learning in such a high tech fashion and motivation is certainly a factor in the program's success. The Booster Club was very creative in securing funds for this new project, but it took a long time because funding came in small increments. Receiving your help to accomplish the extension of this program would allow us to implement it immediately.

The idea of offering a chance for family fitness in the evenings has been endorsed by the Duval County School System. It will be wonderful to bring families together in such a fun and positive way. Our Superintendent and the School Board have encouraged more use of school facilities and this project certainly fits that request. The Duval County School Board's Safety Department and Risk Management Department have approved the "Heart Health...Tomorrow's Wealth" evening program.

It is our hope that you will consider funding this proposal and realize the significant effect and endless possibilities for the community. Please contact Alimacani Elementary School if you have any additional questions or requests.

Sincerely,

Pamela Rogers  
Principal  
Alimacani Elementary